



Closing California's 5 a Day Gap – Tactics to Help Increase Produce Sales

Grocers in California are missing out on a major share of the consumer food dollar, which the Produce for Better Health Foundation (PBH) calls the "5 A Day Opportunity Gap." That is the potential sales opportunity for retailers if they can get their customers to purchase and consume the recommended 5 or more servings of fruits and vegetables each day, as opposed to the average 3.9 servings that California adults now consume. The incremental produce sales that would be caused by an increase in consumption to the recommended levels are estimated to be \$1.75 million for the average supermarket in 2004.

The *California 5 a Day Retail Program* has developed a list of recommendations based on current California research and findings from PBH that can help retailers stimulate produce purchases, maximize sales, and close the opportunity gap.

Focus on a variety of produce. The greater the variety, the greater the sales.

Provide samples. PBH research tells us the number one reason that consumers buy produce is taste at 84%, followed by price at 66%, and nutrition at 46%. With taste such a determining factor, make sure consumers get to try the items. If possible, offer price incentives to encourage sales on sampled items.

Distribute information. The *California 5 a Day Retail Program* provides recipes, nutrition information, and serving suggestions free to qualified retailers.

Promote. Promote. Promote. There are 5 a Day community health leaders eager to come to your store to interact with shoppers, conduct store tours, provide nutrition information, and assist with recipe demonstrations and sampling. Invite them to work with you to create some retail excitement.

Don't overlook snackable produce. This presents an added sales opportunity. Consider holding contests for the best snack ideas; sample great snack items; remind your shoppers about grab-n-go foods with eye-catching signage; and work with the 5 a Day team to promote items for kids.

Californians Still Not Eating Enough FRUITS AND VEGETABLES

Retailers Can Help While Increasing Profit Potential

Despite news reports and advertising about the benefits of eating a healthy diet, most Californians are still not eating the recommended 5 or more daily servings of fruits and vegetables that are essential for better health.



More than 200 different studies have shown that, on average, eating 5 or more servings of fruits and vegetables a day cuts the risk of certain types of cancer in half and reduces the risk of obesity, type 2 diabetes, heart disease, and stroke.

Food retailers of all sizes can encourage the consumption of fruits and vegetables and promote an active lifestyle for better health by working with the *California 5 a Day Retail Program*. As a federally funded program, its mission is to reach limited-income consumers in California.

How 5 a Day Helps CGA Members

The *California 5 a Day Retail Program* has many ways to help grocers increase sales – and profits. This includes providing in-store signage and materials designed to educate shoppers and stimulate sales. The *Program* also supplies fruit and vegetable artwork for ads and circulars.



Additionally, nutrition information is available in both English and Spanish, which helps educate shoppers on selection, storage, and serving suggestions. Many retailers appreciate the easy, healthy, and low-cost 5 a Day recipes they can share with customers.



"An educated consumer is a buying consumer, and the *California 5 a Day Retail Program* can help retailers by providing tested, consumer-friendly tools that stimulate purchase behavior," said Sonia Kuar, marketing manager for the *California 5 a Day Retail Program*.

Best of all, materials are free to stores located in qualifying low-income areas of California. The *California 5 a Day Retail Program*, in partnership with local community organizations, also conducts food demonstrations, store tours, and community-based events.

The *California 5 a Day Retail* team is expert at helping grocers communicate with a diverse population of low-income shoppers. They know that all of these materials help retailers better serve their customers, build relationships with their shoppers, and ultimately increase customer loyalty, sales, and profits.



For more information about the *California 5 a Day Retail Program* and materials that are free to qualifying retailers or to learn about ways to make community connections, contact Sonia Kuar at 916-449-5417. To view samples of the *California 5 a Day Retail Program* materials that are available, visit www.ca5aday.com and click "Retail 5 a Day."